What is claimed is:

1. A method of narrow search for books on the Internet comprising the steps of:

(a) under control of a vendor server system, storing book identifying information in a main database;

(b) under control of a customer system, displaying means for entering a search term;

(c) under control of the vendor server system, in response to the search term entered by the customer in the means for entering a search term, accessing the main database to match the search term with the book identifying information and retrieve a search result comprising the book identifying information matching the search term;

(d) under control of the vendor server system, storing the search result in a narrow database;

(e) under control of a customer system, displaying the search result and means for entering a narrow search term;

(f) under control of the vendor server system, in response to the narrow search term entered by the customer in the means for entering a narrow search term, accessing the narrow database to match the narrow search term with the book identifying information and retrieve a narrow search result comprising the book identifying information matching the narrow search term;

(g) under control of the vendor server system, storing the narrow search result in the narrow database;

(h) under control of a customer system, displaying the narrow search result and means for entering a narrow search term;

(i) repeating steps (f), (g) and (h) until either the narrow database is exhausted or a desired book is located.

2. A method as in claim 1, wherein said book identifying information further comprises an international standard book number.

3. A method as in claim 1, wherein said book identifying information further comprises a title.

4. A method as in claim 1, wherein said book identifying information further comprises an author.

5. A method as in claim 1, wherein said book identifying information further comprises a subject.